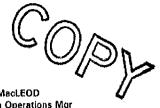
RJ REYNOLDS

TOBACCO COMPANY



S. R. MacLEOD Region Operations Mgr

150 Lawrence Bell Drive Suite #108

Williamsville, NY 14221 (716) 634-9232 Fax (716) 634-3145

May 20, 1997

RJR Account #375878 P. Cox McLANE-NORTHEAST

JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727

Dear Paul:

We have placed orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. 896 SKUs of Doral Flashlights (item #527813) have been ordered to Consolidated Industries to pack this Promotion.

	DORAL	#/ (6M)	
UPC Code	Brand Styles	<u>Cases</u>	
12300-84006	FF BOX	30	
12300-22081	FF BOX 100	30	
12300-84106	LT BOX	<u>30</u>	
12300-22084	LT BOX 100	<u> 30</u>	

Product PO # ER1578-01

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane):

June 23, 1997

Premium Arrival (@ Consolidated):

June 26, 1997

Ship Date to Retail:

July 14, 1997

Flashlights (Item #527813)

SKU CUBE:

2.5280

SKU WT (w/o Product):

10.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$33,581,52

<u>Promotion Description</u>: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$1.673.00 (59.75 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotions Coordinator

/ic

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli 1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility

for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to

VAPB2G1F.DOC



STATE STAMPING

McLANE-NORTHEAST #375878

DORAL (6M)	CI	DE	MA	MD	NH	<u> NJ</u>	NY	ОН	PA	RI
FF BOX	51	2	95	4	14	26	309	17	365	13
FF BOX100	51	2	95	4	14	26	309	17	365	13
LT BOX	51	2	95	4	14	26	309	17	365	13
LT BOX100	51	2	95	4	14	26	309	17	365	13

5/19/97 STAMPING.DOC